



“Phase IV Public Outreach: Community Planning Groups Dialogue with Mayor Murphy and Members of the City Council”

Introduction

In January 2001, Mayor Murphy listed presenting the General Plan Update and City of Villages strategy to each of the 39 officially recognized community planning groups as an objective in his State of the City address.

The City Planning Department achieved Mayor Dick Murphy’s goal in June 2001. Planning Department staff began presenting the Strategic Framework City of Villages strategy to the planning groups in February 2001, to provide an overview of the strategy and to discuss how it could apply to individual communities. Community members discussed their ideas, which included adding or improving transit, housing and public facilities. In order to meet the project’s aggressive time line and utilize staff efficiently, planning group meetings were combined based on geography and scheduling constraints.

Each meeting had the same basic format for each community, which consisted of a brief staff presentation and video, followed by planning group break-out sessions to discuss the strategy’s applicability for that particular community plan area. Planning groups were asked the following questions:

- ***What do you think about the concept of “A City of Villages?”***
- ***What are some of the unique characteristics of your community?***
- ***Where do you see opportunities to enhance your community?***
- ***What are the special needs of your community?***

The following notes summarize the planning group responses to the above questions.



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FEBRUARY 20, 2001

SAN YSIDRO

What do you think about the concept of “A City of Villages?”

Concept of village is good; San Ysidro has been left out - cultural points in town • Mixed use would help make San Ysidro self sufficient.

What are some of the unique characteristics of your community?

The border and the town - we need to emphasize the town - we have no guarantee that businesses enhance San Ysidro • Proximity to the border • 87% Latino • Latino/Spanish/Mexican/South-west character • We have lots of shuttle buses that feed into corridors • Higher pedestrian population - everything is within walking distance • Bring goods across border that we can use directly - e.g., electricity, mops, etc. - easier communication between the two places • There are a lot of finance businesses in San Ysidro, are we going to become a “Hong Kong”? • Market community and those crossing the border - don’t let business district decay, it’s too important to the community • San Ysidro has very little space to expand • No other place is a “Gate” like San Ysidro

Where do you see opportunities to enhance your community?

Create tourist-serving village in partnership with schools to provide business opportunities, local jobs, and internships • Have more services

available to people living in San Ysidro, such as mini postal stations distributed throughout San Ysidro, entertainment and businesses, safe places for children of working parents, movie theaters and grocery stores • Unique character - take advantage of City of Villages to be a test site - people are willing - trying concepts out • Newer development such as Gateway • Main borders are the freeways - develop pedestrian walkways to make it easier to walk; change the off ramps to be more safe for pedestrians • CALTRANS should build an off ramp for Beyer Blvd for more access • Need to expand the port of entry - make another port of entry to keep flow back and forth moving, especially for San Ysidro residents • Too many signs on San Ysidro Blvd • Multiple use of commercial and apartments - cater to those who will be working there e.g., Gateway • Open spaces - widen streets • Third leg of renovation of San Ysidro Blvd • Business is blood of community - we need business, coordinate with the BID - San Ysidro Business Association is doing a feasibility study for mixed use development • Residential complexes that house families and extended families in villages - close to school • Apartments that don’t need parking spaces • Address traffic problem without removing number of vehicles moving through the business district (customers) • Build municipal parking structures • Specifics of two lanes on San Ysidro Blvd. (Same amount of traffic as El Cajon Blvd) •



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New freeway on/off ramps to alleviate traffic at Via de San Ysidro and Camino De la Plaza • Coordinate pedestrian and vehicular needs • Get PDO aligned to meet East San Ysidro Blvd • Provide opportunities for business corridor without hurting single family housing areas • Recognize other San Ysidro planning groups in the City’s outreach plan, such as the San Ysidro Business Association, San Ysidro Planning Group, and the San Ysidro Chamber of Commerce • Mixed Use Housing - 2nd Floor/Commercial - 1st Floor

What are the special needs of you community?

Need a civic/community center or plaza where people and tourists can enjoy San Ysidro • Farmer’s Markets, community events, multi-cultural events, opportunity for youth • Affordable Housing - San Ysidro needs housing for higher income levels; 90% of the housing is low income in San Ysidro • Have to leave San Ysidro to do something cultural and for work • Chula Vista is self contained - We are not • Infrastructure not built to accommodate 40,000 people that cross daily • San Ysidro needs higher income jobs. Possibilities exist in Otay Mesa, but there’s no transportation?

What are obstacles to creating villages in your community?

The Planned District Ordinance - cannot open businesses east of San Ysidro Blvd. - cater to the needs and freedom of business • Discretionary Review • Communication from Planning Group to rest of community • If we are going to have transit available where are they going to park? • Where are we going to put parking under current land use code?



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OTAY MESA-NESTOR

What do you think about the concept of “A City of Villages?”

What are some of the unique characteristics of your community?

Community with a long history • Mobile Home Parks - stay to themselves • Turnover of residents from senior to young lower income families (On Palm from Imperial Beach to Saturn Blvd.) • Very separate neighborhoods • Neighborhood Associations have disappeared • High percentage of renters, not owner-occupied • Housing - large number of isolated mobile home parks, neighborhoods • Bisected community by I-5

Where do you see opportunities to enhance your community?

The properties that back Palm Avenue are very deteriorated • Beyer and Palm Avenue is an

opportunity for a civic area with an anchor grocery; Montgomery High School with kids • Very little “sense of community” • Transportation - appearance of Palm (backyard fences, trash, graffiti) Del Sol (backyard fences, trash, graffiti) • Billboards are ugly eyesores

What are the special needs of you community?

Code compliance • There are no schools in the SOCS District; there is a “brain-drain” to Sweetwater Union District



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OTAY MESA

What do you think about the concept of “A City of Villages?”

Turn Brown Field airport into commercial/residential development. Demolish the airport • Explicitly limit Brown Field as a General Aviation airport with villages surrounding it • San Ysidro offers the best village opportunity • Housing and employment co-location desirable • Otay Mesa offers opportunities for more housing • Community plan update is on hold because of Brown Field in-decision

What are some of the unique characteristics of your community?

Border • Border crossings • Regional employment lands • Views - Beautiful, Ocean, Canyon, City • Brown Field - negative characteristic • Enterprise Zone, Foreign Trade Zone, RMD zone, (Regional Market Development Zone) - Economic Incentive Programs • Regional

entertainment: Coors Amphitheater, Whitewater Park • Multi-cultural • Easy freeway access - downtown, beaches, Chula Vista, employment • Existing regional park

Where do you see opportunities to enhance your community?

Limit Expansion to Brown Field • Border development zone • Community Plan • Coordinate development of county land.

What are the special needs of your community?

Churches • Schools • Community plan • Clarity on Brown Field • Libraries • Public transit improvements - to four villages • Walking and bike paths between jobs and homes • Parks in employment areas



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MARCH 19, 2001

NAVAJO

What do you think about the concept of “A City of Villages”?

Like the concept. We need to revitalize the community. Also, it would give neighbors the opportunities to meet and greet in small market-places • A ‘village’ concept is good if it addresses all aspects of a village system, including governing that village • Excellent idea. They work where they are located now - why not redesign shopping centers to conform to the village concept? • In theory, support concept, especially along El Cajon Blvd • Good for downtown, makes sense for the City but not many opportunities in this area.

What are some of the unique characteristics of your community?

Single family homes; three major shopping centers; easy access to state college, freeways, Santee, and football stadium; good schools; center of San Diego • Older single family homes - well established. Pride of ownership. Children continue to buy homes and stay in the area • Lake Murray and Mission Trails Regional Park • Close knit community, many people walk around morning and nighttime • People in Del Cerro meet at a coffee house on 6300 block of Del Cerro Blvd. - it could be the beginning of a village. Need to zone against cart-like businesses that drain the customer base from established restaurants/coffee houses that contribute to the community.

Where do you see opportunities to enhance your community?

Connect to Tierrasanta; develop north side of Mission Gorge Road - 500 acres • The Community of Del Cerro naturally feeds down to Del Cerro Boulevard and Madra. This would be a wonderful place for a small urban village. The property between Madra and College on Del Cerro Boulevard can be upgraded. In addition, there are four acres of unusable land - Del Cerro Community Association has a pool and tennis court, the remainder of this land is untended and unplayable for kids because of the slope • For each community to be its own planning group. The Navajo Planning group does not meet the needs of each individual community - Del Cerro, San Carlos, Allied Gardens, and Grantville • There is available land use area at Navajo and Jackson (Keil’s Shopping Center) - remove Arby’s and H&R Block buildings and we have 40-50 acres available for a city village concept. Ideal bus service with more residents in the local area • Expand the library • Expand the Navajo City Service Center to include a community meeting room • Canyons need restoration and regular maintenance after being damaged by sewer department activities • Waring and Zion commercial center would be ideal for apartments but rezoning would be a war



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What are the special needs of your community?

High speed (70 mph) public transportation (such as a monorail) in the center of the I -15 between highway 52 and I-8 to downtown San Diego and El Cajon. Places to park motor homes and boats; storage • Civic spaces, transportation, and a marketplace feel • Our library needs to be enlarged. More trails or jogging trails for residents. When density increases, open spaces should increase. If you allow apartments then a requirement should be the establishment of a park or jogging trails • Civic spaces, already

have ample supply of apartments. Utilize space that is currently being used - which takes up too much space - realign current shopping centers to become more neighborhood-oriented to friendly shopping spaces for people to meet at! • Improve transit frequency of service • We are north of I-8, but have many of the same infrastructure problems as older communities south of I-8 • Office buildings in Grantville should take advantage of the Trolley stop and perhaps open the area up to SDSU students and faculty.



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APRIL 11, 2001

OTAY MESA-NESTOR

What do you think about the concept of “A City of Villages?”

Improve Draft Strategic Framework Element •
How will this be funded? • Will villages displace people?

What are some of the unique characteristics of your community?

Sixth largest community in San Diego

Where do you see opportunities to enhance your community?

Community centers built with sweat equity •
Cultural centers with comprehensive education opportunities • Ask people to invest in a community cultural center • People could run own their own businesses in a market-type setting.

What are the special needs of your community?

Employment, inclusionary housing, recreation •
Teenage pregnancy rates are of major concern •
Civic centers for recreation • Too much subsidized housing; burden on community is unfair •
Equitable distribution of low-income housing in San Diego • Financial incentives to improve

personal properties • A mix of housing types and affordability • Improved transportation to schools and jobs • Increase educational opportunities • More interaction between schools and communities.

Other comments:

Our schools are being left out • Integrate schools more in the community and the community-at-large • Tax breaks? • High school facilities? • Very few local representatives in politics; must fight for representation • South Bay is often neglected • There is a lack of inspiration for the community • Only the tip of the iceberg has been touched- come back again.



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SORRENTO HILLS

What do you think about the concept of “A City of Villages?”

City of Villages is attractive but it maybe difficult to implement • Need residential with commercial - but not in Sorrento Hills.

What are some of the unique characteristics of your community?

Where do you see opportunities to enhance your community?

Only remaining sites are on wide streets with fast traffic - not pedestrian friendly • Proximity to train stop (but no parking) • Best/last opportunity is at the edge of the community • Proposed neighborhood shopping center (already mixed use) • Freeway site (amendment rezone in process) could be mixed use with higher density (maybe affordable housing) • Vons shopping center site - not currently designed for pedestrians.

What are the special needs of your community?

Physically separated auto/bike lanes • Links to adjacent communities (but that sometimes causes more traffic problems) • Reduced speed limits • Transit • Reduced traffic on Carmel Mountain Road; it’s almost a freeway but community members still want to walk • A community-oriented focal point, not just a shopping mall) • Uses that attract pedestrians (not a parking lot in a mall) • A central point for community (community park and shopping center).



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DEL MAR MESA

What do you think about the concept of “A City of Villages?”

Support the Village policies to preserve open space

What are some of the unique characteristics of your community?

Where do you see opportunities to enhance your community?

Maintain open space and linkage to other systems

What are the special needs of your community?

Amenities and open space • Citywide open space • Assistance to maintain the rural emphasis of the community plan.



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CARMEL VALLEY

What do you think about the concept of “A City of Villages?”

Need plan update; need to implement policy • Don’t just do paperwork -IMPLEMENT! • May result in more community congestion, but will make community more liveable • All the discussion has centered on young families, include senior population.

What are some of the unique characteristics of your community?

Where do you see opportunities to enhance your community?

Create a village like the Uptown District on the Police Department site • Miramar as mixed use • Need a community center across from Red Robin • Commuter lane (bike lane from El

Camino Real and Sorrento Valley) - enhance to really accommodate more modes of transportation.

What are the special needs of your community?

SR-56 needs to be whole. Add parking to Coaster; provide shuttles • Basic needs are not being met • Parking is too difficult • Need a pedestrian plan • Practical transit with more routes and linkages • Mid-day Coaster service • Must coordinate transit schedules with the workforce’s schedules • Reduced road widths •



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TORREY PINES

What do you think about the concept of “A City of Villages?”

How will the city implement the concept beyond rezoning?

What are some of the unique characteristics of your community?

The Lagoon in Los Peasquitos preserve • San Dieguito • River Valley • Natural form sets the stage for urban form • 99.9% built out • Torrey Pines bridge and beach • Unique coastal resources - both active and passive • Gateway to San Diego

Where do you see opportunities to enhance your community?

Del Mar Heights and business center near Coaster are potential sites. All of this must be done while preserving resources.

What are the special needs of your community?

Affordable housing • Affordable housing north-west gateway to the City • Transit improvements and connections • Coaster station - links missing • Public facilities • Improved walkability (Del Mar Heights Rd. bisects community) • Coastal resource • Neighborhood parks and/or community center (i.e. fire station) • Sidewalk improvements, especially well-designed for pedestrian use

A banner image for the Phase IV Public Outreach event. It features a collage of photos: on the left, the City of San Antonio seal; in the center, a building; on the right, a group of people. Overlaid on the collage is the text "Phase IV Public Outreach: Community Planning Groups Dialogue with Mayor Murphy and Members of the City Council" and the date "APRIL 18, 2001".

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TIERRASANTA

[Note: Most citizen members were in attendance to express their opinions about the road extension proposal. Comments seen below were organized by question topic, although most concern focused on the road extension issue.]

What do you think about the concept of “A City of Villages?”

The Strategic Framework Element proposes to “preserve,” but it subjects community to urban sprawl • If something is going to be planned, it should be transit • 20-Year Plan: will we keep canyons, Mission Trails Park? • Don’t want villages, compact walkable communities, in Tierrasanta • Predict more traffic and more crime with renovation of old shopping centers • City has a bad record of communities. The City has allowed three-story apartments behind single-story homes with no front-street parking. We would not want that here (density into communities). To start from scratch is good. But, should not tear down single-family homes. Transit costs a whole lot of money • Mass transit needs to work with the elements of the concept of the City of Villages • Believe in walkable cities • Reluctant to support increased density, even with transit corridor • Do not turn us into City Heights • Will there be re-zoning?

What are some of the unique characteristics of your community?

Great neighborhood here. The last thing to do is take away these things: Mission Trails Park, safety, working transportation network • Community has competitive property values. Property values will change dramatically with road extension. That’s personal investment. Crime rate will change too • Like Tierrasanta because of the area. There should be two more lanes on SR-52 • Personally like the urban space, but too much traffic. Lots of walking opportunities here • Property is more affordable here. Consider subway, like the trolley system • We are the perfect urban village • Like open space • It’s a wonderful community here. As a civic participant of other communities, knew couldn’t stop sprawl, so moved to Tierrasanta. Preserve communities and neighborhoods; it’s for the children. Must research options, otherwise it would destroy the quality of life • Tierrasanta is truly unique. With road you will fundamentally change the area. There must be another solution. Neighboring planning group should be a good neighbor and find another option.



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Where do you see opportunities to enhance your community?

Would like to assess the need the community has to go to Princess View • Increase public transit to serve shops and churches. Bus needs to go places.

What are the special needs of your community?

Don't want more traffic • Unnecessary traffic from I-15 looking for a detour in Tierrasanta • Want speeding problem to go way down • Too much traffic on the other side of our community • Not more streets, but a transit system • Need a subway downtown following freeways.

Other comments:

Don't want others to come into community • More people would ruin Tierrasanta • Don't need anymore noise, leave the community the way it is • Enough accidents near McDonald's area • Go back to the drawing board: Extend Princess View to the SR-52 • Why can't this be laid to rest? Community already fought this • Lived on Escobar for over 20 years, lots of walking. Main thoroughfares, Clairemont and Tierrasanta, would not create a “Disneyland” where there is no pollution from traffic. With

more traffic, can't walk anymore • Answer to problem is not to build highway. Tierrasanta was built as a residential place. A transit system would be extremely important; it's the only answer • Leave us alone! • In discussion of planning and use, consider design of Friars Road. There are zero schools along that road. Consider safety for the children; there are many schools along Tierrasanta Rd. These roads are not designed for the level of traffic. Improper from a usage standpoint. Can't imagine a worse commute. Do not want that type of traffic • Is an extension of Princess View another deliberate step towards development in Tierrasanta? • Need for density, need for transit. Don't do that by making a Los Angeles • Nice community. Don't need 1,600 military housing units. Don't need that kind of population. Should stay as “Island of the Hills.” • It's a no-win situation for us • There are contradictions with wanting mass transit but no more density • We don't want mass transit • Why should this area be penalized for transit's poor planning? • What about extending Aero Drive? • Poor policy planning from politicians 20 years ago. Who can we write? • Nobody wants extension of Tierrasanta Rd. • Want speeding problem to go way down • With building of military houses, would that



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come with schools? There has to be a middle school. In DePortola, it's a nightmare • Came to San Diego, because it wasn't Los Angeles. Traffic wasn't that bad. With traffic on highway, it is clear that engineers have done a poor job with highways • Higher crime in communities with through streets. We came here because it was the safest in the County for our children • Called the City Planning office about traffic. If ever lived in a street-front home, it is very loud. Prop. A, Princess View to connect with SR-52, was shelved. The area had detrimental consequences. Tierrasanta should not be penalized because that didn't happen • Deferred City

maintenance: public library, everywhere • Need community center/meeting room • Big issue: extension of road across canyon (Tierrasanta to Princess View) • Because Tierrasanta is a cul-de-sac, can't handle more growth • City has bad record. Poor examples of infill • Want a dog park • Expand Mission Trails Regional Park at the end of Tierrasanta Blvd • Turf the school ball fields • No military housing (at the north end of Santo Road).



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NORMAL HEIGHTS

What do you think about the concept of “A City of Villages?”

We already live in a village.

What are some of the unique characteristics of your community?

Canyons • Businesses • Diverse population • Green open space corridors along I-805 • Loft space along Adams Ave.

Where do you see opportunities to enhance your community?

Adams Ave, El Cajon Blvd, 39th and 15th • Develop joint use between 39th St., Park and new school (include new library) • Incorporate additional park space into new mixed use development along El Cajon Blvd • Purchase lot

on E. Mountain View for mini-park • Community landmarks.

What are the special needs of your community?

Open space/parks • Maintain historic integrity • More lighting, improve sidewalks, unify the neighborhood • Identify TRUE costs to improve infrastructure, i.e., sidewalks, lighting, library, parks • Examine maintenance assessment district for Normal Heights • Build partnership with AABA for funding opportunities • Restart current CDC to allow community funding • Identify “wish list” for CDBG \$ • Preserve urban canyons.



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GREATER GOLDEN HILL

What do you think about the concept of “A City of Villages?”

Supportive of concept • Promote walkable villages • Willing to take density, but need infrastructure • We have the density, but not design • We are a village. We need the amenities.

What are some of the unique characteristics of your community?

Good location • Diversity • Conversion of homes, lots of landscape pride • Historic homes/restoration • Walkable neighborhood • Close to downtown, freeways, Balboa Park • Lower crime rate • The only park is Balboa Park.

Where do you see opportunities to enhance your community?

25th St. commercial development, but need housekeeping to be successful • Commercial redevelopment • Libraries, schools, parks, shopping centers • Pave streets • Streetsweeping, public trash cans • Create affordable home ownership • Improve recreation center

What are the special needs of your community?

Affordable housing and home ownership • Local jobs • Already have density, but low-quality design, no infrastructure, no amenities • A library and more parks



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KENSINGTON-TALMADGE

What do you think about the concept of “A City of Villages?”

Great concept • Already a village • Don’t want more densification • Don’t want more people, except maybe at El Cajon Blvd • Don’t like the word “corridor” because it implies strip malls.

What are some of the unique characteristics of your community?

Beautiful canyons • Nice library • I-15 entrance.

Where do you see opportunities to enhance your community?

El Cajon Boulevard and I-15 • Adams Ave., housing, rebuild simultaneously.

What are the special needs of your community?

More open space • Fairmount Ave.- center green median • More medians.



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GREATER NORTH PARK

What do you think about the concept of “A City of Villages?”

San Diego is already a city of villages, but needs some upgrading • Concerned with intensification • Good concept, but redevelop shopping malls with housing • No project should be without walkability • What is meant by density? • Don’t want density in single-family neighborhoods but do need assistance with small businesses, so there is walkability.

What are some of the unique characteristics of your community?

Great diversity in people and design of structures • Historic • Walkability • Too much density • Unique housing • Landscaping • Stone pillar and lights • Monroe is heart of Talmadge • Adams is heart of Kensington • Newly formed historic corridor. Not waiting for City funding - paying for our own improvements.

Where do you see opportunities to enhance your community?

Upgrade at University and El Cajon • Rite Aid area on 30th and University • Higher density along El Cajon • Park space: Balboa Park • No expansion of zoo or Naval Hospital • Use the top of the landfill for the youth of community • Redevelop University Ave • Identify historical richness of area • More community space

• Create jobs by enhancing small businesses • Provide a covenant or promise for infrastructure • Some opportunity for granny flat rentals - causes parking problems • Density should be on El Cajon Blvd. side - Make transition south of Monroe. Larger lots provide opportunities and accommodate parking • Do not intrude into canyons • Further north of El Cajon - redevelop existing, poorly designed, under parked multi-family • Opportunity for Talmadge - Commercial to support could be located at El Cajon and Euclid. Need incentives to encourage this • Residential on top of library? No more densification in heart of community • Perhaps opportunities along Adams Ave. (building over the Ken) • Southwest quadrant - increase density as we approach Monroe • Work with transit • Urban street standards- fire trucks- issue with CalTrans standards • Hoover High - School district needs to enhance and make better use to provide real community park and space • Want to walk and be able to use El Cajon’s restaurants etc. • Enhance pedestrian experience. Take advantage of ethnic diversity • Deal with perception of “unsafe” El Cajon Blvd • Great opportunity right through the center of Fairmount - green it up. It is identified as a gateway and needs to be treated as such! • Code enforcement • Traffic-calming measures.



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What are the special needs of your community?

More civic space • Combat intensification with affordable housing • Protect unique housing stock • More urban street standards. Caltrans standards • Transit- flex trolley- elevated tracks • Transit: Desire for historic trolley • Historic street car • Changes in Planned Development Ordinance along University- change to traffic pattern- exit off 805 needs to be addressed • Infrastructure • Low-cost funding, design, rehabilitate and upgrade small businesses (like coffee shops) • More open space • No expansion of zoo or hospital • Better performing schools, joint use. • School interested in joint use facility, but need help getting that done. • Allow change in zoning along University for traffic and for higher density • Schools- more joint use (McKinley school) • Great need for skate park • Concerns about existing facilities: 39th St. parking police storefront • Design is key - How it balances community needs and respects single-family. Better design makes density more palatable • Coordination with City Heights - Both sides of El Cajon • Small parks • How are we going to increase green space, even if not parks? • Enhance small business for new jobs.



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CITY HEIGHTS

What do you think about the concept of “A City of Villages?”

Is the definition of villages inclusive of low to moderate income levels? • With development is there going to be displacement? The community will be dismembered. Where are people going to go? Is there a plan? What is the impact on the community? • Good idea • Supportive, if inclusive of all income groups.

What are some of the unique characteristics of your community?

Diversity, multiculturalism, many languages spoken • Like town council and community leadership • Palm trees • Easy access • Central location • Affordable/quality housing • Transportation • New schools. • Different people • Palm trees • Small neighborhoods • Single-family neighborhoods- isolated, yet, near • City Heights on Patrol (C.H.O.P.) • New library • Historic landmarks.

Where do you see opportunities to enhance your community?

Commercial Corridors (east-west 43rd & Fairmount) could be intensified and mixed use • Implement City Heights, Euclid, and Azalea Revitalization Action Plans (RAPS) • Improve the quality of businesses • New post

office at old Albertson’s • Public transportation - better tailored to community • Code enforcement • Fox Canyon needs more park space • Rapid transit on I-15 • 39th and University - a Target or Kmart • Need new Murphy’s Market • Upscale restaurants • Gateways (enhance):

- Fairmount/El Cajon
- MCTIP
- University/Wabash
- Fairmount/Home
- Euclid/Home

Streetscaping of commercial corridors • Underground utilities.

What are the special needs of your community?

Housing (at a broad range of income and abilities) built with quality • Preserve single-family neighborhoods • Experienced inclusion of multiple family homes? • Affordable housing • Strategies to encourage renter to buyer • Don’t change single family neighborhoods • Broad range of housing affordability- very low to upscale • Parking • Trolley • Better traffic management on corridors • Like better jobs in the neighborhood • Better Jobs • Neediest of the needy • Good amenities, good quality



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projects • New commercial • Parks & Recreation/Canyon Preservation • Central marketplace- home-based businesses • Sidewalks • Streetscape improvements • Sidewalks/streets and gutters • Better streets (Fix potholes) • Like mixed-use along major corridors. • Increase density is possible • Like library and historic landmarks • Better police response • Central marketplace •Community-owned businesses • Walkability. • More mixed use development • Be more inclusive of ethnic groups • Cross-cultural business •Post Office •Create pocket parks •Improve infrastructure, but preserve canyons •Tower community (cell phone towers).



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UPTOWN

What do you think about the concept of “A City of Villages?”

We represent a natural model of an urban village

- Create streets lined with palms.

What are some of the unique characteristics of your community?

Open space • Diverse housing • Walkability • Huge hospitals and churches • Concentration of hospitals and medical facilities • Historical buildings • Architectural variety • Residential mix streets, just one block from commercial • Proximity to the airport and downtown • Urban canyon system • Close to all the places you have to live, including arts and culture • Close to Balboa Park • Preserve stock of single-family homes and neighborhoods • Preserve small business character of community • Self-contained community.

Where do you see opportunities to enhance your community?

Park West- SW Bankers Hill, 5th and Robinson, West Washington • Create a civic center with new post office and library on Normal Street, at DMV • Move Horton Plaza to Uptown • More urbanized pocket parks - if a developer build over 8 stories - should be required to pay for park • Redevelopment of underutilized areas in Hillcrest.

What are the special needs of your community?

Workable civic space-gathering area - in Hillcrest • More affordable housing • Sensitive and well-designed multifamily communities with gathering spaces which are truly public with affordability • Create incentives for first-time home buyers • Density housing along transit corridors • Medians • More centralized parking • Buses are too big. Need smaller buses or electric buses • Better transit system - fixed rail • Comprehensive or master plan for the community which allows for easy and fast transit to other communities (e.g. UCSD, Miramar, Mission Valley, job centers) • Put autos on the defensive - skinnier streets, shared parking, street closures • Continue to build job base nearby (downtown and Mission Valley) • Work more closely with North Park group • Community plan doesn't go into feeling of quality and design. Needs more heart in it • Neighborhood park/open space • Joint use with schools • Lots of NIMBY attitudes • Developers should pay for infrastructure • We already have the density - they need to take on as much or pay for existing infrastructure in Uptown • Need a funding mechanism where people in slow growth areas pay for existing infrastructure, so their money comes back to areas which are accepting density • Maintenance



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Districts • Redevelopment • Don't look at ministerial projects brought up at the City. How can we talk to developers? Projects could be better as a result • Stop hodge podge development of multifamily in single family • Toot our horn louder and better - so everyone knows we're the center - to encourage the better developments • Basic standards from the City e.g., enforce design review - approved projects need to be consistent with neighborhood quality • Also specific plans for specific areas • Preserve zoning to make sure we don't build on unbuildable lots (e.g., on hillsides) • More mid block lighting • Sidewalk, street and curb improvements • Fewer social services • CUP's - need a review period on CUP's • Better code enforcement • Greater self sufficiency - needs of community served within the community.



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MAY 2, 2001

MISSION VALLEY

What do you think about the concept of “A City of Villages?”

In discussion on shortfall of facilities, what is meant by facilities? And the need for more middle income jobs? What type of jobs does that refer to? • The City’s efforts to ask people’s input is applauded. Suggestions: growth can be coordinated with North County, there should be a more uniform acknowledgment and appreciation of what we have, downzone, other cities and states should make themselves more livable (so there is less migration here). Be cautious of the development in the floodway zones, which destroys the river • Keep development out of floodplain and open spaces • Like the idea of the City of Villages. For night and weekends, this style of living helps. But, what about the traffic during day jobs? With the huge industrial parks, traffic is bad. Is there a way to have jobs created in smaller pockets with nearby residential areas? Should create uses that would keep people there all day long • What constitutes a Village? Communities can’t all be the same • Has there been consideration of closing streets to create open space? • Will pilot projects be linked by transit system? • Clearly, the Strategic Framework is a time-oriented goal. Will the energy crisis slow the process down? • Are there areas that will be designated as redevelopment areas?

What are some of the unique characteristics of your community?

Where do you see opportunities to enhance your community?

Concept of villages is good, but some things are bound to be lost with implementation. At River Walk, there are lots of opportunities not yet realized. The Hazard Center does not relate to the river very well, though the development there should.

What are the special needs of your community?

Safety and vegetation along the river is a concern.

Other comments:

To conserve energy, improve insulation in buildings • Plans are imposed by the political structure. There is lots of convincing and selling to do. Create manufacturing and office businesses, residential and commercial spaces through zoning procedure. Subsidize development within certain zones • Have development incentives for parking structures.



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OCEAN BEACH

What do you think about the concept of “A City of Villages?”

Every community is going to have different issues • Mobility is key. First thing, build a village where there is already employment and residential • Create benefits/incentives to move closer to where you work • The concept is good. Ocean Beach is already a village, so programs should limit growth. There is too much focus on growth. Don't want higher density in residential areas • Allow walking and biking opportunities • Don't want high-rise apartments • In order to preserve open space, must build up or will experience sprawl, such as Los Angeles. Recommend the European model, where people cluster together, in order to protect the countryside • Concept is great, but making it concrete is another issue • What can we do to help and make it happen? Ready and willing to fight • More density will help businesses be more successful • Each village needs a job component • We have lots of different types of businesses but not a comprehensive support. Village should get different businesses and services that are within walkable distance • We don't want more density, but will always have density from tourists • Need density to have the variety of shops. Maybe we can't have it all • There is a bias assuming that density is mixed use already. Should see what the City is proposing. We

could be stepping on our own foot by not allowing any ideas to come in. Leave the table open. Not all density has to be commercial- it could be residential • Show us the plans and show us the money.

What are some of the unique characteristics of your community?

We're already a village • Describe the change to Newport in the envisioned process? Some communities are different. We have lots of character and uniqueness in Ocean Beach. The current building fabric needs to be preserved. Can see infill occur, but not more density. Ocean Beach is a completely different community. What is the number of dwellings per acre? • We're too dense for our zoning • Newport and Voltaire are already villages with their houses and businesses and the second level residential. Don't need to give us a plan or tell us how to grow, just need help with our current problems.

Where do you see opportunities to enhance your community?

Newport and West Point Loma- possible village sites • Voltaire has a good commercial district. Pt. Loma Ave does also • There is some underutilized space • Make Voltaire more vibrant and useable • Be flexible- perhaps can work with Midway/Sports Arena area where



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there is a potential for higher density •Voltaire and Newport are improving with current projects for businesses.

What are the special needs of your community?

Creating a housing shortage has a downside. Need to concentrate on infrastructure. Affordable housing is a real issue. Older people and lower income people are moving out •We need less cars and more commuter shuttles • We really need to take care of existing problems, like roads, sewers, air and water pollution, traffic congestion. Need better resurfacing of roads • Need to look first at infrastructure • There is a concern about the present density, failing infrastructure, limits in room (no more density unless designs are improved), influx of tourists. Population is much higher in the summer, but there is no infrastructure funding for the wear and tear • Reiterate that we need help with mixed use.

Other comments:

Get pass Land Development code and Coastal Commission for a different use • It's great the City is working with MTDB, but City employees need to experience/use mass transit to assess and improve the transit system effectively. Plans look good on paper, but in

reality does not work. Love for the implementation to happen • Need to take the focus off the trolley (which only works in big cities like New York City and in Japan), but not in San Diego. The County is too spread out for that. Took away money from the bus system • The current focus is on the tourists to Sea World. The transit system is not hitting areas where people need to go •We're being pushed by the projected growth in the city of San Diego. Nine out of ten people don't want density to go up. Where is the open space? San Diego is less attractive because the City is making it grow too fast • Quality of growth and increase in density. There are no easy solutions. Politics is also a challenge • We won't be able to do it just by relying on our own resources. Need state and federal support • Infill around transit centers and mixed use is good. Planning might be effective. But, with the City financial situation always seems “shady” (i.e., NTC, Ballpark). It is a matter of legal issues, since developers and businesses get sweet deals • No more organizations coming in and making up rules • There is a benefit with having more people downtown; there is a greater labor pool for businesses • Recent literature on zoning: Sunset Cliffs Blvd. Instead of residential there are now multiple units • If we don't have clean water and clean beaches, Ocean Beach has nothing. Preserve the San Diego River. No outfall pipe!



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SKYLINE-PARADISE HILLS

What do you think about the concept of “A City of Villages?”

With this concept, there would need to be a lot of changes in Skyline-Paradise Hills. We need a lot of infrastructure - schools, parks, fire stations, streets, lighting, senior homes, pedestrian amenities • The name sounds too primitive • Not sure how that concept will work in this area • Like concept/principle but with changes • Initial difficulty with the concept because the area is built-out, but can see what’s left for a possible village center • Definition: Urban Village Center- the visible compact core of a primarily mixed-residential community. This core has multiple uses, e.g., commercial, office, cultural, basic personal and shopping services for the residents of the village and its environ.

What are some of the unique characteristics of your community?

Very built-out • Single-family homes • Jamacha- easy access to freeways, open space, parks, “mom and pop” businesses • Paradise Hills- grid-lined streets • Hilly.

Where do you see opportunities to enhance your community?

Expansion of the library in Skyline; it is old • Move library to other side of the street to the supermarket location • Rancho Hills Library

needs to move to post office area = village core-viable commercial area. Reo Drive Revitalization Project Area • Lomita Village Area- use some vacant area and turn into an employment center (campus-type setting of office buildings) • Jamacha- business opportunities. Possibility for something on Jamacha and Cardiff • J and Carter Street • Paradise Hills and Reo Drive commercial block- infrastructure needed (utilize the plan by New School of Architecture) • Community identifiers/logo on water tanks • Locate junior college campus in the area • Financing: transfer tax on property- impound fee (like for construction) • 5% goes to impound fund • Empty lots in residential area • Schools are old • More activities in the park • Improved facilities • Utilize school ground more effectively • Little public transit. Need transportation • Potential village sites: Jamacha/Cardiff, Reo Drive Revitalization and Paradise Valley Road and Meadowbrook • Need cooperation between people in downtown and in the communities, i.e., schools, parks, sidewalks.

What are the special needs of your community?

Need transportation • Jobs, proximity to South Bay • Jobs within neighborhood • Restaurants • Trees and sidewalks • Commercial • Commercial



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businesses have to compete with surrounding neighborhoods (Lemon Grove, National City, etc.). Need to focus on neighboring supporting businesses • Employment training centers, unless a nearby district has it • So big but no commercial center where people can go.

Other comments:

Have we worked with the redevelopment agencies? What other departments? • What about bringing money into these areas from financial institutions? • What about eminent domain? • Can our taxes come directly to us rather than to General Fund? • Money doesn't stay where it

needs to • Affordability. What is affordable? Must define first. Mixed-income housing • The three planning groups need to work together • South East Development Corporation needs to be a part of the process • Not much land, but do not want displacement. Does eminent domain have to be used? E.g., Lincoln High School • Taxes that go to the state should trickle back- find ways to keep money in the community • Improve infrastructure- refurbish. Build new elementary schools • Morse High School is overcrowded • No room to get this done. So, three communities would need to work together • Police Dept. has to be organized differently.



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ENCANTO

What do you think about the concept of “A City of Villages?”

NYC, Uptown District are examples • Village must be complete (self-sufficient) with inclusionary housing.

What are some of the unique characteristics of your community?

Rural setting • Ethnic diversity • Trolley • Rolling hills • Chollas Creek • Churches • New services • Parks and recreation opportunities • Not a “planned” community - diversity of housing • Alleys/no alleys.

Where do you see opportunities to enhance your community?

Market Creek Plaza as center • One-way traffic on Imperial/Akins • Development along trolley line (only with amenities/infrastructure) • Imperial congested - community would be enhanced by improvement in the traffic flow • Redevelop commercial district between 61st and 69th • Greater rate of home ownership • Maintenance

of homes • Neighborhood watch and community participation.

What are the special needs of your community?

More meeting places • Community centers • Entertainment venues • Family-oriented places • Performing arts • Companion units- granny flats- would provide more housing • Housing for low and moderate income • Shuttles for intra-community circulation • Transit center within walking distance • Services and transportation for seniors • Livable wage jobs • Balanced economic base • Tourism or higher-paying jobs • Infrastructure and facilities for increased density • Livable wage • More schools • More coordination between institutions - joint use facilities • Fewer liquor stores • Entertainment venues • More hospitals and clinics • Mini-golf course • Food court • Too many stray animals • Post office • Better communication between community councils, park and recreation councils, Boys and Girls Club • Community land trust.



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SOUTHEASTERN

What do you think about the concept of “A City of Villages?”

What does village mean? • Place to live, work, shop, play in a safe and healthy environment (health is very important) • Changing character from center to edges • Must be careful to not destroy existing features to bring about new features • “Community” means sharing common resources • Means people • Need definition • Self sufficiency concept • A place for a shared vision • The City creates, and the neighborhood maintains.

What are some of the unique characteristics of your community?

Community is unique and already has village characteristics • Ethnic representation • Old area/historic district • Rolling hills • Cemeteries • High diversity in culture, e.g., Educational Cultural Complex/Lincoln/Gompers • Ability to grow together with all diverse ethnic groups • Character • Functioning, yet balanced • Like walkable communities • Close to downtown • Inner city associations • Trolley • Diverse population • Excellent problem-solvers • Heart of the City - easy access but needs to be further developed.

Where do you see opportunities to enhance your community?

Leverage resources for tourism • Use technology to move ideas, not people - minimize use of cars - enhance bandwidth • Revitalize area • Convert liquor stores under eminent domain • Commercial Imperial corridor (28th and National) • More pedestrian-oriented • Chollas Creek- linear village concept, a great opportunity for whole County • Improve historic district • Raise FAR’s on trolley corridors, especially Commercial St. • Affordable housing in transit corridor • Leverage the sense of community in the neighborhoods • Improve historic district to enhance interests infill that matches historic property • Provide housing ownership opportunities • Increase densities, but only in small increments- attached with detached housing - tenant management • Allow expanded uses, increased densities in larger historic properties • Large streets • Unique opportunity to grow together with many ethnic groups • Educational Cultural Complex and Gompers, great opportunity - Lincoln/Gompers/environmental lab • Pedestrian bridge across freeways • Major infrastructure needs- parks, improved transit, “community-owned” parks • Opportunity with schools such as Chollas Elementary.



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What are the special needs of your community?

Affordable housing along trolley line • More housing and home ownership opportunities • Maintain residential • Increase density • Maintain historic • Minimize use of cars • More trolley stops • Infrastructure first • Need pedestrian bridge • Improve transit and community parks • Financial plan with community input to decide how to make our community a village • Schools with multiple uses, especially open space, transit hubs • Share common resources • Tourism • Better code enforcement • More pedestrian-friendly • Police station • Improved homeless policies • Youth apprenticeship/intern programs • Build community center at Market and Euclid.

Other comments:

1-cent sales tax earmarked specifically for the village • Open to corporate sponsorship • Technology should move ideas, not people • Make “libraries” for gatherings - civic space - access books electronically • Short transit - from village to village • Better code enforcement • Make more places available for public congregation - both public and commercial • More stops on the trolley line - a “local” line and an “express” line • Pedestrian crossing • Neighborhood police stations • Improved policies in

dealing with homeless • Youth apprentice/internship programs for neighborhood businesses • Build a community center above the Market/Euclid trolley stop parking lot • Financial plan to get money for predetermined, specific needs. This plan should be agreed upon by the community and should not have future political intervention • Consider one cent sales tax to cover specific facility needs • Public private partnerships • Financial plans that specifically identify how funding will be allocated by village • Incompatible uses make it difficult.



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CLAIREMONT MESA

What do you think about the concept of “A City of Villages?”

Support the village concept. There are many opportunities within Clairemont • Community is already a village • Will there be additional congestion? • Will the specifics be described in the planning document? • Need flexibility and creativity • Do not encourage over-development • Good, but how will implementation work? • Segregates the city • How can you fix the mistakes made in the past? • Open space must compensate for density • Must not block views or impact privacy • Villages must be sited properly • Concept is good if people are off the roads • Village concept could occur with infrastructure

What are some of the unique characteristics of your community?

Single family neighborhoods • Views and canyons • Land forms are great assets • Central location • No long commutes • Adjacency to Mission Bay; wonderful recreational opportunity • Access to airport • Mesa landform • Tecolote Canyon • SR Balboa Avenue • Landscape and maintenance • Parks • Library • Public art • Nature trail • Underground utilities • Nice climate (sunny & cool) • Community is bisected by many barriers, natural and manmade

(it's laid out haphazardly). Doesn't feel like a village and it's not walkable. There is no transit, and it is dangerous

Where do you see opportunities to enhance your community?

Separated from Mission Bay by transit corridor and the primary sewer lines. Only two freeway overpasses provide access to the bay. Encourage walkable communities and pedestrian-bicycle use • Access to transit • Pedestrian bridge across Balboa, just east of Genesee • Pedestrian/bicycle connection to the bay - Bay Park to the Hilton • Neighborhood and community landmarks • Traffic calming • Improve existing community gateways • Do something about trailer parks • Across street from Clairemont Village (entire boulevard has opportunity); Clairemont Town Square • Bottom of hill of Clairemont Drive could be a phenomenal gateway • Revive “Town Square” in Bay Park by Ashtown and Napier • Improve Morena Blvd corridor • Home Depot Center/Mervyns on Balboa and Genesee • Diane Center • Very small neighborhood commercial centers tend to be blighted • Action Thrift Store • Clairemont Dr. and Iroquois is a potential area and Cowley • Underground utilities- get them out of sky and clean up image of area • Protect and enhance of natural resources.



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What are the special needs of your community?

Duplexes at Clairemont Mesa/Clairemont need to be upgraded • Well-planned condominiums • Ownership instead of rental • Balboa Avenue, a major thoroughfare, is a major issue with Caltrans. Community wants, but now talk of relinquishment • Traffic safety • Parking • Senior transportation • A local shuttle • Transit center at square • Improve medians • Access to basic commodities, with close proximity or easy method of transportation • Higher paying jobs • Pull community together • High level of landscape and maintenance • Public art • Renovation of parks and libraries • Pocket parks • Major trails in canyons • Reopen closed schools • Unsafe routes to schools • Another elementary north of Balboa • Smaller neighborhood schools • Bike trail through Tecolote Canyon.

Other comments:

Make sure infrastructure works. Canyons and sewer lines are a problem. When City has to fix them, there is some damage. Environmental issues are also a concern • Protect natural landform • Community likes 20 ft. Height limit • Want upscale change • 30 feet height limits strategy • Residents feel that the City has funded facilities in newer communities and, as an older community, left Clairemont behind. Would like to see more attention towards older communities, so Clairemont gets its fair share.



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LINDA VISTA

What do you think about the concept of “A City of Villages?”

Concept of villages is excellent • Concept is good, but community must be autonomous • New School of Architecture prepared plans of “A Village in the City.” Includes local transit stops but need smaller buses, better access to trolley, links to educational facilities, open space and housing • Natural boundaries isolate Linda Vista already as a village • Need to plan for more than 20 years • Community plan and zoning should support village concept • Hard to see big picture - but infrastructure should go in first • Needs a balance and a common denominator that satisfies the needs for all people • Linda Vista is already a village, since it is a self-sufficient community.

What are some of the unique characteristics of your community?

Originated in early 30’s with governmental housing • Natural boundaries •

Presence of a variety of schools systems: Can go from preschool to college • Linda Vista Road delineates USD (apartments, housing, students on one side, institution on other) • Multicultural • Multiple identities, with students, downtown workers, and navy people • Lots of working-class people and seniors.

Where do you see opportunities to enhance your community?

Opportunity for City to acquire shopping center. If there is seed money to create an urban center, the community wants to move forward with that. [Seed money for Linda Visa Urban Center is available!] • Extend/expand redevelopment area • Major changes to Town Center - more family restaurants • Consolidate town center parking - consider structure • Employment use could border the town center (north side) • Redevelop Navy housing - cluster to create more open space • Roundabouts at Comstock and Ulric and Genesee • Old Town to Belmont trolley - where is access, destinations for residents? Or is it just for tourists? • Existing commercial needs to focus on the main street • Existing skate world can open up to outdoor plaza area.

What are the special needs of your community?

Community meeting room • Central civic space to create the heart of the community • Higher density housing • Creation of corridor • One trolley station • Access to facilities in community for food and other communities, such as a shuttle • Shift Linda Vista Road to west - creates more space for center (at Morley strip) • Create connections to Tecolote Canyon •



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Transportation for seniors • More employment opportunities in Linda Vista • More diversity and businesses • Create more retail platforms • More community facilities • Police storefront • Vigorous code enforcement • Art and culture center.

Other comments:

Preserve the ethnic diversity but serve everyone • Preserve single-family usage • Preserve open space • Remove height restrictions to allow greater density of housing and concentrate on center • How do we ensure that people are not displaced? • If land is taken, people should be compensated at fair market value, not condemnation • What is mechanism to protect low-income seniors in their housing?



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SERRA MESA

What do you think about the concept of “A City of Villages?”

It is important to be able to walk to services and facilities • Willing to take density, but only in commercial areas if commercial services are also provided • The concept shouldn’t be the premise for more housing •

What are some of the unique characteristics of your community?

Military and senior housing.

Where do you see opportunities to enhance your community?

Navy facilities could have a joint use for schools and recreation • Old library could be senior housing • Local community shopping centers need help to remain • Potential for future wildlife corridors • Better pedestrian access • Bus service links to Mission Valley, Kearny High School, and Children’s Hospital • Provide a Park and Ride at I-805 or Ruffin Road at Mission Village • Small shuttle buses (even on residential streets) • Pedestrian access to Aero Drive • Add street trees and replace removed trees.

What are the special needs of your community?

Bus service • Shuttle down to Mission Valley • Park and ride lots • As it becomes more residential, will need more schools • Need nearby shopping for elderly and military (some with one car) • Need to support Henry’s • Higher density to attract stores • Need to be more walkable.

Other comments:

Leave open space alone • Don’t put trails in canyons, or limit trails to nearby residents • Schools may be impacted by more Mission Valley residential development • Protect natural plants and animals, wildlife corridors (i.e., corridor to San Diego River).

A banner image with a dark background. On the left is the City of San Diego seal. The text "Phase IV Public Outreach: Community Planning Groups Dialogue with Mayor Murphy and Members of the City Council" is centered in white. Below it, "MAY 16, 2001" is written in a larger, bold white font.

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MAY 16, 2001

KEARNY MESA

What do you think about the concept of “A City of Villages?”

Land use limitations hinder City’s goals. Reduce restrictions and higher density can be built

- Adding residential is okay
- Don’t restrict multi-tenant office. Industrial use is occurring in office buildings, e.g. Qualcomm
- The manufacturing industry is evolving into more assembly and it may not come to Kearny Mesa, but to suburban areas such as Otay Mesa and Oceanside (wherein land-affordability index becomes a factor)
- Be cautious with encouraging manufacturing, as some are not compatible with research and development, high-tech or residential
- Concerns of existing industrial users should be regarded, since they may not necessarily welcome new residents.

What are some of the unique characteristics of your community?

Kearny Mesa is an excellent hub for greater intensity of development

- It is central in San Diego, with easy access to freeways
- It is the only place in San Diego which can survive densification without an added traffic problem. There shouldn’t be other places with more density
- Multi-tenant office is very small in Kearny Mesa
- Can be an employment stop for the tremendous employment base in southern San Diego.

Where do you see opportunities to enhance your community?

Multi-tenant offices. A negative attitude towards them hurts rather than helps. It’s hard to engineer a particular size or type of tenant through zoning restrictions; although, characteristics and architecture of multi-tenant offices are changing

- Copley Drive area has a multi-tenant restriction, which is a deterrent for more development. (Would rather see office buildings with technology uses.)
- Need flexibility to convert to office use during a downturn. To be able to sell a research and development/industrial building in the future, need to build with the option for office.

What are the special needs of your community?

With very little residential, will need to attract capital to build.



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PENINSULA

What do you think about the concept of “A City of Villages?”

The Midwest, small-town model which allows walking about five minutes to jobs and day-to-day conveniences is desirable • Support parcel development for mom-and-pop shops. Lower fees, simplify the process, promote affordable housing, alley access and tandem parking and create flexibility in housing standards • Support density and in-fill in lieu of suburban sprawl, but with continuous expansion of infrastructure and mass transit • Implement design guidelines in the village with more enforcement than the current Community Plan Implementation Overlay Zone • Concept is great, but needs encouragement and guidance • Do not destroy the existing village characteristics, only enhance them • Don’t destroy a village to make a village • Higher density means school issues • Better access to medical care • Infrastructure: schools, energy plants, public services (police and fire). This all needs to be addressed before more construction • Strip malls are not compatible with the villages • To bring in outside people to work in the area contradicts village idea • Don’t need more development - revitalize existing • Point Loma fits well into village concept • Development should be sensitive to the surroundings.

What are some of the unique characteristics of your community?

Enough housing here already: 18,000 units • Voltaire corridor has some village attributes • Secluded area, safe for the elderly and children, with low traffic • Low crime rate • Fish Market area is lively.

Where do you see opportunities to enhance your community?

Beautification of Rosecrans is key to a village, as well as a traffic impact to whole community • Voltaire corridor can support more mixed-use residential. Give incentives to existing owners • Create alternatives to Rosecrans and airport • Move the airport- replace with mixed-use, bird sanctuary, and business • Put airports in central location to help all of San Diego • Kettenburg site could be a waterfront nexus to the village • Create a water-taxi or ferry type transit system to connect with downtown and Coronado • Accommodate sidewalk dining and street trees • Plant the median along Rosecrans from Nimitz to Talbot, eliminating approximately 3/4 of the turn lanes • Improve access to Roseville • Bring pedestrians back instead of driving to Midway or Mission Valley • Open up public access to water at Kettenburg site - public plaza • Waterfront property owners should coordinate with



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each other • Create design guidelines • Redevelop America’s Cup Harbor with pedestrian access • Keep Famosa Slough area nice - deficient parking • Voltaire/Catalina area - intensify commercial with residential above (more than 29 du/ac) • Integrate Point Loma Village with NTC • Westmarine - improve building, windows • Street trees on Rosecrans • Trolley/rubber tired rail on Rosecrans and Voltaire connect to Old Town • Create buffer zones between multi-family and single-family (i.e., public space utilization) • Enhance density near existing freeway/highway/arterials • Make arterial streets walkable • Barnet Ave. area • Elevated planning (put portions of it underground) • Green design • Concentrate development in Morena/Hancock area.

What are the special needs of your community?

A community center with a public plaza and a meeting place for nonprofit entities • Community-run public pool or a rec. center for kids, such as Head Start program (which were also wanted at NTC) • Civic spaces could use improvement • Need higher density for village atmosphere • Swap Navy Housing with private homes (airport noise). • Peninsula shuttle needs to be more efficient • Viable and efficient transit • Bring transit first • If more people were here, transit would come • Public access to waterfront

• Statistics in transportation planning • Transportation enhancement (MTDB) and more than a bus service (like a “people mover”) • Use of electric shuttles can enhance transportation opportunities • A “loop” transportation system • Amenities such as public trails along cliffs • Ball fields • More park areas without taking space away from schools and houses • Would like a theater again, and cut out traffic • Need one large project as catalyst, e.g., Kettenburg Marine and uplands • Point Loma Village is mixed use but needs drastic improvement/revitalization • Medians with trees and plants • There is not enough space at the high school • Storm sewers.

Other comments:

Do not want to lose Pt. Loma village naming rights • Point Loma is built out • NTC has taken too much park and public land. Peninsula is already grossly deficient in parks • Keep natural habitat • Prop. D, a 30-foot height limit must be maintained or at least voted on • Be mindful of views to ocean/bay from single-family homes • Will height limit be removed everywhere [in addition to NTC]? • All residential in NTC will be less than 30 feet • Special consideration must be given to home businesses (day care, high tech); they help keep crime away • Mix single-family with multi-family. This keeps children in the neighborhood, controls parking and crime •



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Do not support change in height limit. Allows two stories over parking. Can be a very workable height limit. Do not change the CC-5 zone which allows mix of residential and commercial. Require less parking where transit exists, such as bus lines • No parking structure off Rosecrans or in public view • It is an unrealistic expectation and unnecessary to walk from an activity to an employment center • It is impossible to have a car in some cities • It is already dense with traffic; do not increase traffic • Navy traffic on Catalina and Rosecrans is a problem • Transit needs to be part of the discussion - look at corridors • Don't want more crime, traffic and vandalism (consider NTC area) • Don't narrow Harbor Drive - there is lots of traffic • Why are they building hotels on NTC when they are needed downtown? Hotels at NTC block water access - it should be open space • Will Rosecrans be widened when NTC develops? • Leave Scott Street as is - don't expand commercial/restaurants • Give incentives for solar energy • Planes coming in at 5:30 a.m. is unacceptable • No more commercial on Roseville • No bay to bay • “Overutilization” of hotel/motel (Rosecrans, Midway, Nimitz) • Judicious use of eminent domain/condemnation.



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OLD TOWN

What do you think about the concept of “A City of Villages?”

With redevelopment, keep Spanish historical style.

What are some of the unique characteristics of your community?

It is a unique, historic location with six million annual visitors • Parks and views from Mission Hills and Presidio • Architecture and history.

Where do you see opportunities to enhance your community?

MTDB could build a parking structure. Caltrans could make use of additional parking spaces • Bazar del Mundo and State park • Lots of opportunity to build at south part of law school • On and off ramp area can be redeveloped with a hotel to bring revenue and parking • Create a pedestrian-bridge over the I-5 to lower traffic congestion.

What are the special needs of your community?

With the traffic and parking problem there is a need to mitigate parking. See several, small parking structures (1850's style). [A parking study has identified 3-4 locations.] • Need to find a way to welcome people from the freeway,

at the entryway on-ramp and off-ramp on I-5 and MCRD (bottleneck) • Provide safe bike lanes • At school property allow night adult classes to combine with recreational facilities, instead of a parking lot • Create a senior housing complex with trolleys and buses (which seniors can access easily) • Signage needed because it is difficult to find way around Old Town and state park • Signage also to move people to parking (“people movers”).

Other comments:

Community plan needs to be looked at and revised. Currently it is too restrictive for commerce. There are too many restrictions that need attention • Not in favor of a proposed monorail by MTDB over the I-5 freeway to Belmont. Put it off on Pacific Highway, not in Old Town. Create a tunnel instead • Personal concern with Freemont Elementary. Will this school become a parking lot in the 2002-3 school year? Where is the replacement of this school? • Keep originality and architecture in Old Town • What about the 30-ft. height limit, new hotels? • Make sure that infrastructure is upgraded and built as needed.



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MIDWAY

What do you think about the concept of “A City of Villages?”

The city of villages concept is really consistent with the Midway’s goals in Midway • Will downtown hear our concerns? • Hard to appreciate the concept because of the amount of big box retail in area • Key to densification is to modify the 30-foot height limit and to put commercial with apartments • It is a neat idea. New development would be okay, but with some reservations • Redevelopment owners have worked long to establish retirement and set up development area. Don’t want their lifetime work to be eliminated. Band-aid on every increasing wound • With redevelopment involvement gone, people are forced to find homes Bay to Bay. Condemning land at 40% is wrong. Where will people relocate when homes are at higher prices? • Should have closed gate 40 years ago • Who is benefitting from this? • There is an underlying motive that we’re not privy to. We are entitled to know what’s really going on • Right idea, wrong location. More isolated areas need improvement.

What are some of the unique characteristics of your community?

Large BID with \$200K, which is the largest in the City • Easy access to the freeway • It is a diverse business community • Growing in a

strategic scenario where some areas need to be fixed, and others need to be left alone (especially senior citizens’ area, Channel Way and Sports Arena) • Restaurants and grocery stores are within walkable range, but walkability is an issue • Already self-improving • Von’s shopping center has been redeveloped • Midway is the heartbeat of the commercial district for Point Loma and Midway.

Where do you see opportunities to enhance your community?

In community plan, tie river with San Diego bay with the Bay-to-Bay concept. The north redevelopment project has just turned over the money to conduct a study. But, see if it is possible, since it is currently in the community plan • Create live/work lofts behind Sports Arena • Cabrillo site • Corner of Rosecrans and Midway • Clean up adult entertainment • Clean up blight • Complete I-5 freeway and I-8 freeway interchange • Address homeless problems • Communicate with neighboring communities (cross-view cooperation) • Need more policing of crime (homelessness, prostitution) • Hard to generalize as there are pockets that could use improvement. Overall, see no need for enhancement. (Forecasted/current value of properties) • Midway Drive there is a continuous cycle of destruction and repair.



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What are the special needs of your community?

City could rent out space for meetings • No need for civic space with the Sports Arena • Need more space for housing. • A trolley stop is needed for Midway • Extension/terminal at Sassafra • Light manufacture, retail, small business no real need for more jobs • Parks • Sports Arena (will need another site) • Need a site to care for seniors, but not a housing area.

Other comments:

Congestion is a serious issue in Midway (especially with no way to stack people with housing and redevelopment). Free traffic at Rosecrans and Sports Arena • Midway is dependent on NTC, Old Town, and Peninsula to solve traffic (to/from Sea World) • Can't reroute traffic • There is no need for transportation. There is a very good public transit system, but less conges-

tion is only possible with less people • Entitlement shouldn't stem from birth. Land never meant to accommodate everyone • The 30-foot height limit limits redevelopment opportunities • The 30-foot height limit needs to be reviewed (public referendum needed). It could be extended to 50 feet • Negative Community Planning Committee filters Midway views • Utilize an urban design with street tree corridors • Isolated cleanup at Hancock (a major one seven years ago). When City came down on that area, the area was cleaned and the blight was cleared. City leased to Dixieline with good terms, coming up for renegotiation • Light manufacture, retail, small businesses - No real need for more jobs.



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OCEAN BEACH

What do you think about the concept of “A City of Villages?”

Difficult to look forward to a 2020 vision when current infrastructure needs to be addressed • Concerned with gentrification • More housing means more cars; need transit to serve the increased density • The proposals for auto-use, high-rises in open space, and Sea World expansion do not necessarily complement the village concept.

What are some of the unique characteristics of your community?

Ocean Beach is a village community with main streets and residential neighborhoods • Newport Street is a corridor for personal interaction • There are not “formula” stores (McDonald’s) • Quaint, quirky and we like it • Ocean on one side, parkland on the other • Like access to beach. Visitors are welcome.

Where do you see opportunities to enhance your community?

Repair and enhance existing facilities • More free public parking • Reroute local bus to downtown in a 15-min. ride for “ridership.” • Contact with local residents to clean up parks.

What are the special needs of your community?

Support low-income residents to maintain a diversified community • Need park and ride areas • Clean waterways (sewage spill in bay that lasted for nine days). Want clean water to allow positive growth •

Other comments:

Don’t want to see more excessive hotels • Preserve open space • Keep ocean and air clean • Promote eco-tourism and teach kids surfing, swimming, etc. • Maintain public access to the coast • Tourists on the 4th of July are customers that are different from the amusement park customers • Do not want to give up access for an amusement park • Where will cars park? • Do not want to see Ocean Beach become an “elite ghetto.” • The gridlock on Mission Blvd. is a parking problem and block for emergency services (ambulance). This is also an issue at NTC and the entrance to Sea World • High-rise hotels and amusements parks are choking off access to coast • Sea Worlds’s vision is incompatible with the vision of the Ocean Beach community.



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SCRIPPS MIRAMAR RANCH

What do you think about the concept of “A City of Villages?”

Concept has much potential if it is implemented in targeted areas, and placed with infrastructure

- Concept is very refreshing from a long-range perspective, but is it applicable to Scripps Ranch, being on the outside of other communities?
- The concept has benefits to Scripps Ranch
- Lay-out of community allows a possibility for the concept
- Transit has to go first before any densification.

What are some of the unique characteristics of your community?

Open space • Recreational space- lake • Variety of housing types, including low density • Mixture of commercial with residential • Large population of youth/kids • Residential mix, i.e., multi-family housing at old K-mart site • Eucalyptus forest and historic ties to Scripps/ Meanley Family • Community newsletter.

Where do you see opportunities to enhance your community?

United States International University is a possibility for new development • Business

Park, K-Mart site, Renzulli property • Davis Ranch, if area becomes available • Vons center at Aviary and Scripps Ranch Blvd • Multi-family all the way to Pomerado Road • Open space • Successful link to future middle school with joint use • Broader community use of Scripps Ranch High School, i.e. theater use • Assisted living component.

What are the special needs of your community?

Better connectivity, i.e. at cul-de-sacs • Pedestrian bridges • Link to I-15 freeway • Shuttle or jitney • Transit system to regional centers in San Diego (Mira Mesa, Downtown, Mission Valley, Old Town) • Elder care and day care • Independent medical care • Middle school.

Other comments:

Enhance existing community plan • Need financial plan for infrastructure. Is there any model? • Long-term issue- Streets are neglected because of limited Facilities Benefits Assessments given to water treatment center and lake.



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JUNE 5, 2001

MIRAMAR RANCH NORTH

What do you think about the concept of “A City of Villages?”

What are some of the unique characteristics of your community?

It is a small area compared to other community plan areas, since it was part of a development agreement • Mostly single-family housing, built upon canyons and within cul-de-sacs • Very family-oriented • Parks • Landscaped medians and pathways • Civic involvement • Safe, clean community.

Where do you see opportunities to enhance your community?

Possible village site at Scripps Gateway which is a high profile area- link to open space and across freeway • 4-acre spot for recreation- tennis, pool • Bridge highway with multi-family housing. South of this housing, link with open space • Planned botanical garden • Performing arts center • Better utilization of park and ride- tie into developments and create better linkages to encourage use.

What are the special needs of your community?

Multi-family and denser housing • Better walkability • Alternatives to single-occupant vehicle- “golf cart” • Create a system of separated buffered pathways along roadways for pedestrians, bicycles, and personal mini-vehicles • Traffic-calming devices, i.e., traffic circles, non-contiguous sidewalks, pedestrian bridges • Enhanced medians • Better use of park and ride lots • More employment opportunities • Pocket parks • Partnerships between city and developers.

Other comments:

With more density, account for open space.



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MIRA MESA

What do you think about the concept of “A City of Villages?”

Mira Mesa fits perfectly with concept because it already exemplifies it • Mira Mesa is ready to be one of the pilot projects • Love the concept but unsure of implementation.

What are some of the unique characteristics of your community?

Small town with natural boundaries • Diverse, both in ethnicity and age range • Flat land which makes certain projects easier • Active community groups and annual community events (street fairs, 4th of July) • Very densely populated with variety of housing types (homes and rentals) • Many parks.

Where do you see opportunities to enhance your community?

Civic center area in center of community at Mira Mesa Blvd. and Camino Ruiz • Redesign park to close off New Salem and incorporate large area across street • Expand park, build swimming pool, and revitalize teen center to make a beautiful example of a neighborhood community center • Northwest corner of Mira

Mesa Blvd. and Camino Ruiz has redevelopment potential • Opportunities on the south at Mira Mesa High School. Need better access-pedestrian bridge • Shopping area on southwest corner of Mira Mesa Blvd./Camino Ruiz with closed theater • North of Mira Mesa Blvd. with Hourglass Park, Market Center- add high density housing to the north • Mira Mesa Market Center is almost a regional neighborhood center; it would provide great linkages with park or botanical garden • A performing arts center at Miramar College • High-density housing at Gold Coast at south end of Miramar College • Carroll Canyon- two huge gravel-mining operations. Development on west end of Camino Ruiz could be redeveloped with concepts of a village and transit. [Currently in early stage and will require long-range planning: 5-15 years.]

What are the special needs of your community?

Improved transportation for planned high density housing • Increased transit frequency • Trolley.



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RANCHO PENASQUITOS

What do you think about the concept of “A City of Villages?”

What are some of the unique characteristics of your community?

Where do you see opportunities to enhance your community?

Vons Center needs improved walkability and public space • Higher density housing near low-income housing by new Albertson’s Center • Add employment to the doctor’s offices at Stater Brothers Center at Carmel Mountain Rd. and SR-56. Build a 5-6-story building, so residents live and work in same area • Traffic-calming on

Carmel Mtn. Road • Stater Bros. Center- retrofit existing buildings or start from scratch. Have buildings face Carmel Mountain Rd. with higher density in the center. Two sides of the road would connect each other • Create some connection between the Stater Brothers and the existing Penasquitos Towne Center.

What are the special needs of your community?

Community centers to service seniors and teens • Transit into villages • More health and human services • More City and County resources.



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SAN PASQUAL

What do you think about the concept of “A City of Villages?”

What are some of the unique characteristics of your community?

Recreational spaces • Boating, kayaking and windsurfing opportunities at Lake Hodges.

Where do you see opportunities to enhance your community?

Education to promote intrinsic value of valley; promote agricultural value • Create a self-guided driving tour of valley • Walking tours.

What are the special needs of your community?

Public infrastructure- roads and maintenance • Added fire coverage to Station 33 in Rancho Bernardo • More police coverage • Medical services • Road signs • Address issues of neighboring communities.

Other comments:

Protect from urban sprawl; damage to Valley is from the City of Escondido and County of San Diego • Call City council representatives to address issues • Maintain rural characteristics of San Pasqual.



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**CARMEL MOUNTAIN RANCH
/SABRE SPRINGS**

What do you think about the concept of “A City of Villages?”

What are some of the unique characteristics of your community?

Hills and valleys.

Where do you see opportunities to enhance your community?

Redevelop shopping areas into rental retail • No gated communities; villages do not have gates • Link Carmel Mtn. Ranch and Sabre Springs; they are currently divided by SR-56, Ted Williams, and I-15 • Incorporate residential use over retail.

What are the special needs of your community?

Walking, hiking and biking paths to link Sabre Springs and Carmel Mtn. Ranch • Need connections between villages.

Other comments:

Use NTC as prototype village.



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RANCHO BERNARDO

What do you think about the concept of “A City of Villages?”

Supportive of concept but concerned about implementation • Transit has to come first, so that strategy can work • Rancho Bernardo is a village of villages, but connections and linkages haven’t been developed.

What are some of the unique characteristics of your community?

Extensive open space • Many wonderful community spaces and community meeting rooms.

Where do you see opportunities to enhance your community?

Create linkages to other communities and City of Poway • Create linkages between facilities, such as community park and library • Make

more walkable • Make more accessible with multi-modal opportunities, such as biking • Make more walkable to adjacent communities • Webb Park has residential and commercial potential, especially with a pedestrian link across freeway • Transit center with MTDB. (Now is the time to get involved.)

What are the special needs of your community?

Relief from traffic congestion • Need more restaurants for a population that currently has to travel far to get a fine dining experience.



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LA JOLLA

What do you think about the concept of “A City of Villages?”

Like the concept, but the villages in La Jolla, now governed by ordinances, seem to be in conflict with draft documents • Downtown La Jolla, La Jolla Shores, and Bird Rock are already villages • The concept is very good.

What are some of the unique characteristics of your community?

View corridor- ocean orientation • Open space preservation • Planned district ordinance at La Jolla Shores (preservation oriented) and downtown La Jolla.

Where do you see opportunities to enhance your community?

Walking paths • Maintenance of public facilities • Enforcement of building codes • UCSD can be utilized as a parking resource if shuttles were provided • Use reclaimed water • La Jolla Mesa needs commercial and a public school • Designate Bird Rock area as one of the three pilot villages • Alternative- along La Jolla Blvd. at Nautilus.

What are the special needs of your community?

Need civic spaces • Affordable housing, although there is convalescent housing • Transit corridors • More transit, i.e. bus or shuttle service • Alternatives to bicycle, walking or car • Parking is an important issue; there is a current study • Walking paths to connect residential to commercial • Safe crossings • Open spaces • Use of schools for more/alternative activities • Preserve canyons • Playgrounds • Pocket parks • Need infrastructure- lighting at Fay Avenue (not currently walkable) • Maintenance of public facilities • YMCA • School- Torrey Pines Elementary • Use reclaimed water pipes in areas other than Torrey Pines golf course.

Other comments:

Open space is an issue; if it is designated and not dedicated, it may not be protected • Unify efforts among City departments for a City of Villages: “unified planning.”



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UNIVERSITY

What do you think about the concept of “A City of Villages?”

Concept is idealistic but should be feasible • Nice concept but need political will for property acquisition • It is appropriate; however, North University City is already a high-quality mixed-use with UCSD as its foundation. It is one of the best villages in San Diego • Like the concept but it is already a village, however there are no connections and inadequate transit. Most of the city was not built on this concept • Consider redevelopment and density, but must see transit before more development • Do not increase density until facility needs are addressed • Build up, rather than into open space and urban canyons • Don’t see applicability in University.

What are some of the unique characteristics of your community?

Lots of inner workings of a village • UCSD • La Jolla Colonies and Costa Verde are emerging villages • Garden communities, La Jolla Crossroads • Integrate mixed use • Research and development space • Housing- dense and for seniors • FBA program- \$200 million of private sectors • Interchange system on freeways • Existing pedestrian bridges • Some neighborhoods are walkable • Excellent schools • Extremely educated populations • There is a job imbalance- jobs are in north, but people live in

the south • Traffic is very bad- absolute crush of traffic coming in the morning and going out in the afternoon • UTC is unique- has village qualities.

Where do you see opportunities to enhance your community?

Increase density on undeveloped properties • Revisit the idea of more pedestrian bridges • Transit • Create bridge on Regents Rd.

What are the special needs of your community?

More community centers with hours after 3 P.M. to make more of a gathering space • Transit and streets to serve UCSD • Coaster station • Multimodal- shuttles, jitneys, bicycles, other solutions • Safe bike paths and other ways for UCSD students to safely get to campus • Walkability • Middle income jobs to support increased density • Hire more librarians • Partnership with the schools for community’s benefit • Some system to serve elderly • Very much need an improved library. Not increasing density until we address facilities needs.

Other comments:

Do not corrode Circulation Element of University City with new development • Must be served by transit, but haven’t yet seen it. MTDB has been slow to provide connectors •



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The overall population of UCSD may grow from 30,000 currently to 60-65,000. The circulation element must accommodate; it is a state-run function and must support the university • There is much frustration about traffic • Do not want to widen roads such as Genesee Ave. With another lane, there will be more traffic. There needs to be more solutions • City must hold developers responsible for freeway system • Do not develop Miramar as an airport • Open spaces should be preserved and enhanced • There should be an overall review of community plan before spot redevelopment.



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MISSION BEACH

What do you think about the concept of “A City of Villages?”

Great idea, although it doesn’t suggest anything for Mission Beach • Incorporate ideas from Pacific Beach.

What are some of the unique characteristics of your community?

Ocean. Surrounded by beach • Gateway to beach • Heavy tourism • Destination for many guests • Lots of recreation- beach, water recreation • Surrounded by water; there is no place 75-100 yards from water • Positive aspects

Where do you see opportunities to enhance your community?

Beaches, roadways and landscaping maintenance for residents and for phenomenal number of guests/tourists • Create or reemphasize character of neighborhoods • To be good stewards of the beaches and bay • Belmont Park- it is empty, run-down and a poor concept for community. (It does not comply with lease agreement.) It should be a park or a gateway to Mission Beach, since it is not a good retail center. Need help and pressure from City to improve maintenance • Mission Blvd gateway needs to be improved in look and durability • Quality retail • Another open park • Main corridor- W. Mission Bay Drive- landscaping, quality, medians as entrance to Mission Beach •

Oceanfront walk • Infrastructure- seawall is deteriorated and a liability, storm drains are a poor feature of the bayside, trees, better streets • Water quality • Sand quality • Like public art and landscaping at Ventura Place, to give a sense of identity. Generate, provide, and create an environment or character that is attractive.

What are the special needs of your community?

Parking structure across from the Bahia • Landscaped median on W. Mission Bay Drive • Transit between Mission Beach and Pacific Beach • Maintenance or provision of landscape/ infrastructure instead of street sweeping • Places to deposit trash- investigate seagull-proof trash receptacles • More cigarette receptacles • Code enforcement • A nice community sign- place of pride and ownership to show visitors • Need to do something about the transients that gather by the pier. Police need to also address public drunkenness.

Other comments:

“The Plunge” should not have to pay maintenance • Seek grant money to supplement city money. Use beach property taxes and transient occupancy taxes (TOT), much of which does not currently go back to Mission Beach • It is important to provide and maintain an attractive character and image that will motivate people to maintain it.



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PACIFIC BEACH

What do you think about the concept of “A City of Villages?”

What are some of the unique characteristics of your community?

Regional asset- the beach • Three miles away from the I-5 freeway.

Where do you see opportunities to enhance your community?

Opportunity for mixed use • Grand Ave., Garnet and Ingraham Street (Staples/Sav-On Center), Cass and Garnet, Turquoise, Mission Bay Drive • Increase in mixed use, transit corridors • Mission Bay Drive.

What are the special needs of your community?

A public plaza • Consider using school sites for parking lots or shuttle stops to take people to beach • Neighborhood routes by neighborhood-friendly (quiet) vehicles (electrical car or shuttles, continuous bus loops which are quiet for locals and visitors) • A service industry area-

auto body, apparel, upholstery, hardware stores are essential shops (maintain the variety of commercial uses) • TOT funding and revenues from the bay to go back into the Bay • Infrastructure in return for accepting guests/visitors • Need other departments to be responsive to the Planning Department (such as Park and Rec., Real Estate Assets. Engineering, neighborhood policing, transportation), as well as to coordinate between departments • Hardscape improvements- attention to curbs, lighting, signs, trash receptacles

Other comments:

Transient issue can be addressed by both Mission Beach and Pacific Beach • Would like to see an improved community (i.e., lifeguard tower with TOT) • Challenge is the linearity of P.B.- makes it hard to create a small, condensed, unique community • Community is considered a playground and is not respected as a community. The City needs to promote area as a village.



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EASTERN

What do you think about the concept of “A City of Villages?”

In favor of the concept • Like the pedestrian aspect, lots of people walking in the streets • Concept is okay if there is space • It should adhere to plan • Don’t want more multi-family units • Work in partnership with the school districts • Neighborhoods can be enhanced at a grassroots level; government does not need to be involved.

What are some of the unique characteristics of your community?

Rolando/Oak Park is a nice, small neighborhood with families • Chollas Lake, new rec. center, meeting spaces, pools, gymnasium • Good access to transportation; can get to downtown in 10 minutes • Small, quaint bungalow residences- not inundated with Mediterranean-style homes • Affordable housing- in some cases the children are moving back • Diversity • Central location • Long-time residents • Open spaces and parks • Maintenance of homes • Active town councils is active • Family-oriented.

Where do you see opportunities to enhance your community?

Work closely with University Square to save the theater • Redevelopment fees, or some other funding mechanism • University/El Cajon-redevelopment district • Corner of Euclid Ave.

and Federal Blvd., businesses are old, run-down, and some don’t face the road- good for mixed use projects • Redevelop east side of Federal Blvd • Pedestrian bridge at the intersection • Small village center at Redwood and 54th St • Small, light industrial area at south side of University • Affordable housing • Strip malls can be improved, but no more than two stories • Colina Park • Enhance southwest shopping center at Euclid Ave. and Federal.

What are the special needs of your community?

High quality mixed use • Free shuttles going east and west on University or El Cajon Blvd, like in Portland, OR • Bus route along College Grove Dr • Bus routes to job centers- Kearny Mesa, Carmel Valley and Otay Mesa • Improve La Mesa Spring St. intersection • Better and more schools • Keep schools viable • Work within schools - give children social skills and music, because schools don’t provide it anymore • Better code enforcement/compliance • New library • Senior housing.

Other comments:

Maintain and beautify what the community has • Preserve open spaces • There is too much congestion and traffic problems due to Cox Arena • Trolley creates too much noise when



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stopping • There is crime at trolley parking lots where cars are left • No more congestion- want San Diego to stay the way it is • Keep neighborhood single-family • Be aware of what community looks like, what it stands for and the cultural diversity- 35-40 different languages • Keep neighborhoods stable.



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COLLEGE

What do you think about the concept of “A City of Villages?”

Embraced the concept 15 years ago.
Commercial, jobs, and high density housing already exist in community • Concept sounds good, but what would happen with no city of villages? What’s the option? Why change the community? • Public facilities first (i.e., already identify a park site), then bring in the density • Coordinate with the school district • Developers should pay up front • Push the density to appropriate locations.

What are some of the unique characteristics of your community?

Stable • Presence of students and seniors.

Where do you see opportunities to enhance your community?

Public school participation, such as staff at SDSU • El Cajon Blvd. and University Ave.-mixed-use corridor with ground-level retail and housing above • Residential clusters are okay in some areas • Do not make commercial unviable.

What are the special needs of your community?

Well-managed housing • Better access to the trolley • Local transportation improvements to service increased density and the people working in other parts of San Diego • Underground

parking is expensive and makes apartments unaffordable; off-site improvements • Professional jobs • Local employment- add jobs in College Grove • Better coordination with the school district for higher quality schools, specifically at junior and high school level • Pocket parks • Maintain buildings • Code compliance.

Other comments:

Protect single-family neighborhoods.



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